

# VIDEOGRAPHY

4

## BUSINESS AND ECONOMICS



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## **BUSINESS AND ECONOMICS**

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## **ADAM SMITH'S MONEY WORLD (1993)**

This weekly half-hour business magazine offers intriguing, in-depth case studies of free trade at work. Host George Goodman, known by his stage name Adam Smith, interviews today's business leaders and reviews both short-term and long term trends in global economics.

| Episode | Synopsis |
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| 101 | <b>"THE SECRET SHARERS"</b> 25 Minutes<br>Adam Smith looks at the modern "data marketplace," a multi-billion dollar market which deals in the extremely valuable, but wholly intangible, commodity of personal information. The information is about us - our habits, financial health, driving history, work record, health claims, and more. But who has access to this sensitive information, and is it always accurate? Adam Smith asks direct marketers, credit bureaus, consumer advocates, computer consultants, and innocent people who have been hurt by "information error" how to fix this complex market. |
| 102 | <b>"THE BUSINESS OF THE BOMB"</b> 25 Minutes<br>In this timely broadcast, Adam Smith examines the world's most dangerous marketplace: the black market for nuclear weapons. Critical nuclear technologies are probably now more readily available and less expensive than ever before. Adam Smith learns what is required to construct a "bomb," examines the progress Iraq's bomb program made prior to the Gulf War, and points out new proliferation risks.                                                                                                                                                        |
| 103 | <b>"DR. KOOP"</b> 25 Minutes<br>Adam Smith engages former U.S. Surgeon General C. Everett Koop in a wide-ranging conversation on health care in America. Koop warns that greed could derail health care reform - not just greed within the health care industry, but among patients who demand all that medical technology can offer, regardless of cost. Dr. Koop also explores some of the critical issues he confronted during his tenure as Surgeon General - including debates over tobacco, AIDS, sex education, and abortion.                                                                                  |
| 104 | <b>"GENERATION WAR"</b> 25 Minutes<br>As a new generation takes power in Washington, younger Americans should be pleased. Right? Wrong. Many of President Clinton's "Baby Boomer" contemporaries - and those in the "Twenty-something" generation that follows - feel their futures have been mortgaged by the ballooning of the federal debt and an entitlement system stacked in favor of senior citizens. Is a new generation war looming?                                                                                                                                                                         |
| 105 | <b>"IT'S THE ECONOMY, STUPID!"</b> 25 Minutes<br>Adam Smith reviews reactions to President Clinton's economic plan and what it will mean for America.                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| 106 | <b>"MOTOROLA"</b> 25 Minutes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |

Many titans of American business have stumbled lately, announcing huge losses, massive firings, or both. But there is one established American technology firm that claims it will double sales every 5 years - Motorola. This Chicago-based manufacturer of pagers, cellular phones, and two-way radios has emerged as an American technology success story, with products recognized around the world for their quality. Why has Motorola done so well? What lessons can its success offer other American companies? Adam Smith travels to Motorola headquarters to examine the company and speak with its CEO, George Fisher.

- 107    **"LATIN BOOM: MIRACLE IN ARGENTINA - PART I"** 25 Minutes  
Just a few years ago, Argentina was an economic basket case. The economy was in shambles, consumer prices doubled and tripled each month, and housewives looted food markets. Yet today Argentina is booming and inflation has vanished. Why? Many people credit President Carlos Menem for achieving what appears to be an economic miracle. But the prescription was bitter medicine. Is there a lesson here for other nations?
- 108    **"LATIN BOOM: MIRACLE IN ARGENTINA - PART II"** 25 Minutes  
Countries throughout Latin America are embracing free markets and democracy as the best hope for the future - a future the U.S. increasingly depends on for trade and jobs. Progress so far is promising, but what obstacles could stall progress or create a backward slide? This program examines Argentina as a case study in problems still facing much of the world, including grossly distorted income distributions, scant experience with democracy, corruption, and military coups.
- 109    **"THE ATTACK OF THE BILLION DOLLAR TOMATO"** 25 Minutes  
The nascent American bio-agriculture industry has invested over a billion dollar in research and development of genetically engineered plants and food crops. For companies and their anxious investors, the question is whether these products will sell. The answer may come within the next few months, when the first genetically engineered food - a better-tasting tomato - hits the market. The fate of an entire industry is riding on the fortunes of a fruit.
- 110    **"GIVING AWAY BILLIONS"** 25 Minutes  
George Soros made a billion dollars in a single week, which is probably the quickest billion ever made. He then spent the next few months giving it away to rebuild Eastern Europe. Adam Smith sits down with George Soros to find out what drives one of this century's most successful investors.
- 111    **"MADE IN CHINA: THE MOTHER OF ALL BULL MARKETS"**  
25 Minutes

China is one of the fastest growing powers in the world today. Is this rising economic power in the East good for America, and what accounts for its success? Adam Smith discusses how Asia has become the new continent of the middle class.

- 112 **"MUTUAL FUND BENEFITS"** 25 Minutes  
Adam Smith looks into mutual funds, the stock market's new "500-Pound Gorilla." Smith interviews executives and fund managers from Fidelity and Vanguard, two of America's leading mutual fund companies. In addition, stock market observers raise a few warning flags about "mutual fund madness."
- 113 **"RICHARD RAINWATER - THE MAN BEHIND THE FIVE BILLION DOLLAR DYNASTY"** 25 Minutes  
Adam Smith interviews Texas investor Richard Rainwater, whose net worth is estimated at \$700 million.
- 114 **"NAFTA SHOCK"**  
This video tape examines the North American Trade Agreement (NAFTA), asking what the debate over the trade agreement with Mexico is about and what would happen if NAFTA were to fail.
- 115 **"SEEKING SHELTER"**  
Are tax-free municipal bonds still the answer for investors seeking a safe shelter for their savings? Yes and no, say the experts. What should be the relationship between bond underwriters and politicians? No quibbles here - arms length or further is the only answer. Adam Smith also imparts some "unconventional wisdom" about smart investing in the current economic climate.
- 116 **"MADE IN CHINA: THE CHINA PLAY"**  
Smith explores the China market, interviewing Chinese Vice-Premier Li Langing and U.S. Ambassador to China J. Stapleton Roy.
- 117 **"THE RICHEST MAN IN AMERICA"**  
Adam Smith interviews billionaire investor Warren Buffett, of Berkshire Hathaway, Inc., who discusses his philosophies of life and business.
- 118 **"JAPAN THE CHAMPION?"**  
Trade tensions between the U.S. and Japan pose a continuing danger to global prosperity. Adam Smith gets an inside view of why trade talks and the skyrocketing yen have failed to solve the problem, and examines what lies ahead under the new government of Prime Minister Hosokawa.

is the basic measure of business efficiency.

## **THE BUSINESS OF MANAGEMENT (1991)**

Successful management of people and projects is both an art and a skill. This 26-part series focusses on the elements of good management, including long-term planning, economic survival, and career advancement.

Episode      Synopsis

### **INTRODUCTION**

- 101    **"THE MANAGERIAL WORLD"** 29 Minutes  
Defines the concept of "management," analyzing why it is a challenge and identifying the roles and responsibilities of a manager.
- 102    **"HISTORICAL PERSPECTIVES"** 29 Minutes  
Compares and contrasts various academic theories on the study of management, and relates each to modern management practice.
- 103    **"YOU AS A MANAGER"** 29 Minutes  
Discusses the many demands managers face both in and outside their organizations, and suggests ways for managers to establish priorities and achieve balance.
- 104    **"COMMUNICATING"** 29 Minutes  
Emphasizes the need for clear communication, discusses common communication barriers and warning signs, and suggests methods for overcoming communication difficulties.

### **PLANNING**

- 105    **"PLANNING AND THE MANAGEMENT PROCESS"** 29 Minutes  
Addresses the relationship of planning to a manager's position in the organizational hierarchy, explaining the basic steps of the planning process and the importance of long-range planning.
- 106    **"PLANNING TECHNIQUES"** 28 Minutes  
Assesses qualitative and quantitative approaches to planning and examines the tools managers use to plan for their future business environment, including budgeting, forecasting, and simulation.

- 107    **"THE PLANNING ENVIRONMENT"** 29 Minutes  
This episode describes the philosophy of "management by exception," and discusses a manager's information resources.
- 108    **"DECISION-MAKING"** 29 Minutes  
This episode uses a real-life case study to explore the decisions managers make, the conditions under which they make them, and the factors that limit their decision-making options.

### **ORGANIZING**

- 109    **"THE WORKING UNIT"** 29 Minutes  
Analyzes the practical steps involved in creating a working organizational structure, and examines key organizational concepts like "unity of command," "unity of objectives," and "span of control."
- 110    **"INFLUENCE, POWER AND AUTHORITY"** 29 Minutes  
Using real life examples highlights how managers apply the concepts of "influence," "power," and "authority," and discusses the importance of delegation and the need to match authority to task.
- 111    **"THE INFORMAL ORGANIZATION"** 29 Minutes  
Examines the considerable resources available in informal organizations.
- 112    **"ORGANIZATIONAL COMMUNICATION"** 29 Minutes  
This episode examines the kind of information that is passed through organizational channels, and analyzes barriers that can interfere with purposeful action toward an organization's desired objectives.

## **STAFFING AND DIRECTION**

- 113    **"STAFFING"** 29 Minutes  
This episode uses a case study of Reader's Digest headquarters to analyze the staffing process of a major corporation.
- 114    **"HUMAN RESOURCE MANAGEMENT"** 29 Minutes  
Discusses the importance of employee training and development and points out the benefits of effective training programs.
- 115    **"BUILDING COMMITMENT AND MOTIVATION."** 29 Minutes  
Analyzes public and private sector methods of increasing employee commitment and motivation.
- 116    **"STYLES OF LEADERSHIP"** 29 Minutes  
This episode discusses the role of a leader and review several different leadership styles, including "autocratic," "participatory," and "laissez-faire."
- 117    **"MANAGING ORGANIZATIONAL CONFLICT"** 29 Minutes  
Discusses the symptoms of organizational conflict and describes its sources. It also identifies the types of pressure placed on individuals by an organization.

## **CONTROLLING**

- 118    **"CONTROLLING"** 29 Minutes  
Examines three categories of controls - preventive, feed-forward, and feed-back - and makes suggestions for devising effective control systems.
- 121    **"CONTROL AND ORGANIZATIONAL BEHAVIOR "** 28 Minutes  
This episode discusses techniques that can be used to evaluate control systems and identify barriers that may inhibit their successful operation.



## **TRENDS AND ISSUES IN MANAGEMENT**

- 122    **"MANAGING ORGANIZATIONAL CHANGE"** 28 Minutes  
Examines the concept of "organizational climate" and why it is important to managers.
- 123    **"MANAGERIAL STRESS"** 28 Minutes  
This episode examines the stresses managers face and the steps individuals and large corporations have taken to alleviate them.
- 124    **"SURVIVAL AND ADVANCEMENT"** 28 Minutes  
Reviews the skills, qualities, and techniques that help a manager survive and advance in an organization.
- 125    **"THE PRODUCTIVITY DILEMMA"** 28 Minutes  
Addresses the concept of "productivity" and discusses factors that have contributed to a decline in U.S. productivity.
- 126    **"MANAGING PRODUCTIVITY"** 28 Minutes  
This episode examines Japanese management practices, and asks whether they would be as effective in the U.S.

## **ECONOMICS USA (1990)**

How does inflation differ from stagflation? Is the American banking system as "sound as a dollar"? What influence does the chairman of the Federal Reserve have on the overall economy? This 28-part series combines historic footage, documentary sequences, interviews and news-style analysis to answer these and other thorny financial questions. Hosted by network news correspondent David Schoumacher and renowned economists Robert Heilbroner, John Kenneth Galbraith, and Paul Samuelson, Economics USA is an excellent introduction to the factors that will influence American business in the future.

| Episode | Synopsis                                                                                                                                                                                                                                                                                                                                           |
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| 101     | <b>"RESOURCES AND SCARCITY: WHAT IS ECONOMICS ALL ABOUT?"</b><br>28 Minutes<br>Illustrates how unlimited wants and scarce resources lead to tradeoffs and choices.                                                                                                                                                                                 |
| 102     | <b>"MARKETS AND PRICES: DO THEY MEET OUR NEEDS?"</b><br>28 Minutes<br>Examines how a well-functioning free market price system determines how producers manufacture goods, which goods they make, and for whom they will make them.                                                                                                                |
| 103     | <b>"U.S. ECONOMIC GROWTH: WHAT IS THE GROSS NATIONAL PRODUCT?"</b> 28 Minutes<br>Examines how the Gross National Product of the United States is measured, and explains its limitations as a measure of human welfare.                                                                                                                             |
| 104     | <b>"BOOMS AND BUSTS: WHAT CAUSES THE BUSINESS CYCLE?"</b> 28 Minutes<br>Introduces the concepts of aggregate supply and aggregate demand as they relate to the business cycle. The program illustrates the attitude of classical economists towards business cycles and explains why classical stabilizers may not prevent an economic depression. |
| 105     | <b>"JOHN MAYNARD KEYNES: WHAT DID WE LEARN FROM THE GREAT DEPRESSION?"</b> 28 Minutes<br>Analyzes the Depression in terms of the interaction of consumption and investment spending and shows how this analysis differs from classical theory.                                                                                                     |
| 106     | <b>"FISCAL POLICY: CAN WE CONTROL THE ECONOMY?"</b> 28 Minutes<br>This episode uses real-life examples to illustrate Keynes's theory that government can use tax and spending policies to reduce the severity of business cycle fluctuations.                                                                                                      |
| 107     | <b>"INFLATION: HOW DID THE SPIRAL BEGIN?"</b> 28 Minutes<br>Discusses the causes of the inflation of the late 1960s, its impact on the economy, and                                                                                                                                                                                                |

the difficulties of combating it.

- 108     **"THE BANKING SYSTEM: WHY MUST IT BE PROTECTED?"**  
28 Minutes  
Discusses how banks operate and how the Federal Deposit Insurance Corporation (FDIC) and the Federal Reserve Bank prevent bank failures from becoming banking crises.
- 109     **"THE FEDERAL RESERVE: DOES MONEY MATTER?"** 28 Minutes  
This episode shows how the responsibilities and powers of the Federal Reserve Bank have grown over the years, and how the Fed controls the money supply and influences the level of interest rates and inflation.
- 110     **"STAGFLATION: WHY COULDN'T WE BEAT IT?"** 28 Minutes  
Discusses how inflation and unemployment can rise simultaneously during a supply shock, and how demand management policies can fight cost-push inflation only by increasing unemployment.
- 111     **"PRODUCTIVITY: CAN WE GET MORE FOR LESS?"** 28 Minutes  
Examines the factors that affect productivity and the various ways in which government can help or hinder that growth.
- 112     **"FEDERAL DEFICITS: CAN WE LIVE WITH THEM?"** 28 Minutes  
Explains how deficits can be either harmful or helpful depending on other conditions.
- 113     **"MONETARY POLICY: HOW WELL DOES IT WORK?"** 28 Minutes  
Describes the difficulties of formulating monetary policy and explains how the money supply affects economic growth and inflation.
- 114     **"STABILIZATION POLICY: ARE WE STILL IN CONTROL?"**  
28 Minutes  
Discusses the pros and cons of government efforts to stabilize the economy.
- 115     **"THE FIRM: HOW CAN IT KEEP COSTS DOWN?"** 28 Minutes  
Explains the concept of the "production function" and examines how firms can minimize the costs of production with an optimal combination of inputs and operational scale.
- 116     **"SUPPLY AND DEMAND: WHAT SETS PRICE?"** 28 Minutes  
Analyzes the factors that determine consumer demand and the supply of goods.
- 117     **"PERFECT COMPETITION AND INELASTIC DEMAND"** 28 Minutes  
Examines the American farming industry from the 1920s to the present.
- 118     **"ECONOMIC EFFICIENCY: WHAT PRICE CONTROLS?"** 28 Minutes

This episode uses the example of rent control in New York City to examine the effects of wage, price, and rent controls in a free-market economy .

- 119     **"MONOPOLY: WHO'S IN CONTROL?"** 28 Minutes  
Analyzes the degree to which individual firms can control a market, and the role of government in trying to prevent or regulate monopolies.
- 120     **"OLIGOPOLIES: WHAT EVER HAPPENED TO PRICE COMPETITION?"**  
28 Minutes  
This episode defines the concept of "external diseconomy" and shows how to calculate externalities.
- 121     **"POLLUTION"** 28 Minutes  
Explores the public and private costs of pollution, including the impact of environmental regulations on mining companies, the oil industry, and traffic engineering.
- 122     **"LABOR AND MANAGEMENT: HOW DO THEY COME TO TERMS?"**  
28 Minutes  
Explains how demand for labor depends on the marginal product value and the real wage rate, and examines how labor unions affect wages and economic efficiency.
- 123     **"PROFITS AND INTERESTS: WHERE IS THE BEST RETURN?"**  
28 Minutes  
Explains the economic rationale behind interest payments and normal profits, and examines how the decision to invest in plant and equipment is related to the interest rate and expected returns.
- 124     **"REDUCING POVERTY: WHAT HAVE WE DONE?"** 28 Minutes  
Examines the causes of income inequality and analyzes government policies intended to reduce poverty.
- 125     **"ECONOMIC GROWTH: CAN WE KEEP UP THE PACE?"** 28 Minutes  
Examines two major determinants of the economy's growth during the 20th century, and explores whether continued growth is threatened by the depletion of natural resources.
- 126     **"PUBLIC GOODS AND RESPONSIBILITIES: HOW FAR SHOULD WE GO?"**  
28 Minutes  
This episode defines "public goods" and explains how a perfectly competitive market will not automatically produce the optimal amount of such goods.
- 127     **"INTERNATIONAL TRADE: FOR WHOSE BENEFIT?"** 28 Minutes  
Explains the concepts of "specialization" and "comparative advantage" and shows how trade may hurt certain groups but benefit society as a whole.

- 128     **"EXCHANGE RATES: WHAT IN THE WORLD IS A DOLLAR WORTH?"**  
28 Minutes  
This episode examines the effect of exchange rates on trade, domestic economic growth, and inflation.

## **GROWING A BUSINESS (1990)**

Paul Hawken, a successful California mail-order merchant, believes that encouraging the entrepreneurial spirit benefits business everywhere. This 18-part series, developed from Hawken's book of the same title, focusses on innovative business concepts developed by outstanding entrepreneurs.

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| Episode | Synopsis |
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| 101 | <b>"THE GREAT GAME OF BUSINESS"</b> 28 Minutes |
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In this first episode, nine successful small business owners recall the personal vision that launched and sustained their growth.

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| 102 | <b>"BEGINNINGS"</b> 28 Minutes |
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Ben Cohen and Jerry Greenfield, of Ben & Jerry's ice cream company, discuss their gourmet ice cream empire with host Paul Hawken. Their new venture was not only a natural extension of their personalities, but the beginning of a \$27 million business.

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| 103 | <b>"MONEY"</b> 28 Minutes |
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Host Paul Hawken discusses how small businesses should try to resolve difficulties with resourcefulness and creativity before simply pouring money into their problems.

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| 104 | <b>"PRODUCT"</b> 28 Minutes |
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Today's customers are highly conscious of quality and value. Host Paul Hawken shows how quality is an outgrowth of an entrepreneur's own attitude.

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| 105 | <b>"GROWING PAINS"</b> 28 Minutes |
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Growth can create problems. In fact, the best way for a business to expand is often to resist growth. On the other hand, the worst way for a business to grow is rush expansion by cutting corners.

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| 106 | <b>"NUMBERS"</b> 28 Minutes |
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According to host Paul Hawken, "if you don't know numbers, you can't be in business". This episode discusses inventory control, materials flow, income statements, cash flow analysis, and basic accounting.

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| 107 | <b>"EMPLOYEES"</b> 28 Minutes |
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Several small companies demonstrate how traditional barriers between management and labor have been replaced by relationships among peers.

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| 108 | <b>"SERVICE"</b> 28 Minutes |
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Paul Hawken discusses why the service sector provides the best opportunity for someone starting a small business, and gives examples of five companies that have successfully revitalized the service ethic.

109     **"MARKETING"** 28 Minutes

Paul Hawken illustrates how several companies achieved marketing success by dispensing with conventional wisdom.

110     **"THE BROADER VISION"** 28 Minutes

Paul Hawken discusses a company's responsibility to the community, highlighting four companies that exemplify what it means to have a "broader vision."

111     **"L. L. BEAN"** 28 Minutes

L. L. Bean's recipe is simple: solid service and quality at a reasonable price. As a consequence, outdoor clothing and equipment retailer L. L. Bean has some of the most loyal customers in the business world.

112     **"STEW LEONARD'S"** 28 Minutes

Known as the "Disneyland of Supermarkets," Stew Leonard's is a grocery store in Norwalk, Connecticut, that builds customer bonds with quality, service, and laughter.

113     **"QUAD GRAPHICS - Part I"** 28 Minutes

Quad Graphics, a Milwaukee, Wisconsin, printing company, is an employee-owned operation with some unusual practices. For example, it has no policies or budget, and despite expansion, its philosophy is still "think small."

114     **"QUAD GRAPHICS - Part II"** 28 Minutes

This episode continues to take a closer look at this unique Midwestern business.

115     **"KIRK STIEFF COMPANY"** 28 Minutes

Kirk Stieff Company, a 166-year-old silversmith company in Baltimore, Maryland, is regaining the success it once enjoyed before its market began to decline.

116     **"WHITE FLOWER FARM"** 28 Minutes

White Flower Farm combines traditional horticultural principles with state-of-the-art technology that includes a computer system which creates cultivation schedules and helps customers select plants and develop growing plans.

117     **"HENDERSON INDUSTRIES"** 28 Minutes

Henderson Industries, a computer systems and software development company, recently restructured by dividing itself into two separate units. Sales have doubled since the "divide and conquer" strategy was implemented.

118     **"LUNDBERG FAMILY FARMS"** 28 Minutes

Started by four brothers who grew rice as a commodity, dumping it into a bin with

other harvests, Lundberg Family Farms has earned brand loyalty for its carefully selected rice and made the transition to a medium-sized operation with professional managers from outside the family.



### **SMALL BUSINESS TODAY (1995)**

Co-hosts Hattie Bryant and Terry Fansler travel around the U.S. to profile businesspeople who bring unique contributions to the adventure of starting and growing one's own enterprise. Regular features in each of the 26 magazine-formatted half-hour episodes also include "Business Basics," "Law Talk," "You're Wired," "Smart Practice," "Streetfighters" and "Deliver Your Message."

#### **EPISODE      SYNOPSIS**

101            This episode interviews Heliodore Valadez, who started "Best Buy Tortillas." He invented a machine and 22 years later he has 70 employees and sales of over 5 million. The program then travels to Philadelphia to interview Jim Croane, the President of "Telebase," a library of the future. (26:03).

102            This episode profiles Yvonne Lafleur, an owner of a successful specialty boutique. The program also interviews Curt Rutsky and Stu Ganslaw, the owners of "Coating Services, Inc.," a manufacturing company. (26:08).

103            A profile of "State Line Track," the largest retailer of equestrian equipment in the world. Also an interview with Max Cary, a successful Atlanta-based small business entrepreneur. (26:10).

104            This episode profiles "Patrofsky's," a freeze and bake bagel company which ships to clients around the world and Oaks Industries," which manufactures electronic parts. (26:06).

105            Black entrepreneur Ella Williams is one of the few black women who has succeeded in the white male-dominated defense industry. Jim Spoor, a personal computer businessman, is also interviewed. (26:06).

106            Skate board businessman Donald Cassel is profiled in this episode. Half of his customers are in Europe and Japan. Also profiled are Sue and Jack Maxwell, who run a national placement service for physical therapists. (26:05).

107            Stories about two first-generation Americans who made it big in business are included in this episode. Charlie Woo, of Los Angeles, is a toy manufacturer, who owns "Megatoys." Also interviewed is To Valez of Rockville, Maryland, whose company "CTA" builds satellites. (26:07).

108            This episode profiles "ID Software," a computer games company and interviews Neal Patterson, a health care software manufacturer whose sales have topped 150 million. (26:06).

109            This episode profiles Steve Diantonio, who owns a successful cosmetics business. Ron

Olson, owner of “Growbiz,” is also interviewed. His company sells recycled articles to retail stores which deal in used merchandise. (26:07).

110 “P and R Precision,” a manufacturer of molds for plastic parts is profiled in this episode. Also interviewed is Gerhard Von Der Rhur, who owns “Criticare,” which manufactures hospital equipment. (26:09).

111 This episode profiles “Life Fitness,” a manufacturer of exercise equipment and “Payroll Transfers,” a Florida-based financial services business with customers in 37 states. (26:05).

112 This episode profiles a successful family-run business and interviews Ken Ryan, an air freight entrepreneur. Ryan’s Chicago-based firm fills a small niche and makes a big profit. (26:05).

113 Tim Henness, a tropical fish breeder, is profiled in this episode. His company ships over 700 species of tropical fish to homes across America. Also profiled is Lillian Handy, a management consultant. (26:06).

201 Profile: John Zucchi and Linda Brunini of Providence, Rhode Island, developed a successful wholesale jewelry manufacturing company, then gave the community a new children’s charity funded by a portion of their profits. Co-host Terry Fansler talks about getting started as an entrepreneur. (26:46).

202 Profile: Vicky Bondoc, a visually handicapped first generation American, lets nothing serve as an excuse for not doing her best. With an advanced degree in computer engineering, she opened her own firm in Boston and found clients from retail businesses to school systems to aerospace contractors. (25:35).

203 Profile: Stanley Rosen and Teddy Chadick, long-time fabric retailer in New York, talk about growing a business and passing it to the next generation. Consultant Rhonda M. Abrams outlines the necessity for the variety of business plans.

204 Profile: Jane Theberg of the Custom Stitchers shoe company in Lewiston, Maine tells how she and hand-picked employees reclaimed a failing business. Consultant John Patrick Dolan discusses the various kinds of business organization, from sole proprietorship to limited liability company. (25:44).

205 Profile: Jim and Naomi Rhode, who regularly advise viewers about “Smart Practice,” reveal how they started their own business and why they’ll never feel they’ve “got it made.” Next, Abe Bernstein of the University of Pennsylvania talks about strategies for raising capital. (25:00).

206 Profile: Jim McKeecher of the Tom James Company, tells viewers why this

large business that markets upscale clothing directly to the customer still acts small. Next, list brokers Laura McLendon and Angie Garrison show small businesses how to reach the people they really need. (24:59).

207 Profile: Vicky Roselline of Baltimore started the Absolute Care ambulance service by using her credit card to finance her first vehicle; now she owns the biggest medical transport in Maryland. Next, creative consultant George Campbell explains the variety of ways to convey sales messages, from self-mailers to catalogs. (24:59).

208 Profile: Danny Wright of Dallas, New Age composer, pianist and recording artist, went from being a local performer to a nationwide star, using direct marketing. Next, George Campbell shows business people how to ask for the order when using direct marketing. (25:00).

209 Profile: Kevin Apt, a harried new parent, created Takeout Taxi, revolutionized the dining industry. Now he's franchising the concept. (25:21).

210 Profile: Peter Metcalfe didn't let the failure of the business he worked for get him down. He bought, renamed and relocated the mountaineering firm and now the employee-owned and operated Black Diamond is one of Salt Lake City's latest success stories. Next, New York-based business publisher Martin Edelston talks about selecting, training and motivating employees. (25:02).

211 Profile: Ben Dominitz, founder and CEO of Prima Publishing, originally planned a music career, and feels that his original lack of business experience was actually a plus. Next, Nancy Upton of Baylor University in Waco, Texas, talks with Terry Fansler about how and why to keep a family business going through succeeding generations. (25:11).

212 Profile: Arlyta and Jim Brown founded the Feather Farm in Papa, California, to preserve endangered avian species. Now they've branched out into breeding emus, prolific, fast-maturing birds whose meat contains just four percent fat and tastes "just like beef." Then, Laurie Winsor of the Lewiston, Maine, Chamber of Commerce talks about the benefits of networking. (25:14).

213 Profile: Terry Fansler talks to several small business people who decided first that Park City, Utah, offered the lifestyle they wanted and only then decided what they could do there to earn a living. Cathy and Rick Slusher opened a public relations firm, Greg Schirf established the Wasatch Brewery, Gloria Adamski became a nationally known photographer and Christine Young turned her hobby knitting into an apparel industry. Then Export Hotline owner Abby Shapiro talks about how to locate global business opportunities. (25:07).

## **SMALL BUSINESS 2000** (1996)

How do you go in business for yourself? This 13-part series, hosted by small business owner Hattie Bryant, provides “learned from experience” information and advice. Feature stories focus on specific businesses and successful entrepreneurs. Innovations in telecommunications and technology, legal issues, ethics, home offices, financing, marketing and sales are featured. In each half-hour episode, a small business owner explains how he or she grew a business successfully. Also in each program veteran entrepreneur-turned-writer Jim Schell, who created, then cashed out of, four successful enterprises, discusses a critical management aspect of business development.

EPISODE    SYNOPSIS

101        Jake Miles is the first African-American to own a full-line toy company. His “Cultural Toys” aim to teach children self-esteem and avoidance of violence by providing toys and games designed to reflect their ethnic backgrounds. Then, Jim Schell explains and explores mission statements.

102        Bill Tobin has entered the electronic marketplace in a big way. As CEO of PC Flowers & Gifts, he has developed a network of suppliers who can respond to his customer need immediately. Then, Jim Schell gives his personal definition of entrepreneurship.

103        Tom Gegax once owned two service stations until he discovered there was more profit in selling tires than in selling gasoline. Today, TiresPlus produces \$100 million in sales and is the most profitable tire company in Minnesota. Then, Jim Schell talks about staff training and its impact on success.

104        The art class that Judi Jacobsen took as a hobby became the springboard, together with her kitchen table, for Madison Park Greetings, a stationery company whose products are now sold in thousands of specialty shops. Then, Jim Schell discusses the values of, and the necessity for, a computer in any business.

105        Medallion Funding Corporation of New York, through its CEO Andy Murstein, provides startup and expansion capital to minority enterprises, from livery services to payphonecompanies to dry cleaning shops. Then, Jim Schell explains “open book management,” a concept he believes is an important motivator of employees.

106        An experienced upmarket restaurateur whose stressful lifestyle involved 20-hour days and copious drinking, Dave deVarona turned his life around when he created Todo Loco. This “totally crazy” casual restaurant chain offers Seattle residents healthy, fast, affordable lunches - and no alcohol. Then, Jim Schell explains how he identifies “superstars” to fill key employee slots.

- 107 Boardroom, Inc. founder Marty Edelston, whose company publishes “BottomLine,” the largest subscription newsletter in the world, explains how “I-Power” motivates his employees to work at five times the productivity levels of Fortune 500 staffs.
- 108 When California’s commercial building boom collapsed, so did Grace Tsujikawa’s decorative ceramics business. She redesigned her products as heat-conducting ceramic castables for aerospace industry clients without having to retool or lay off employees. Then, Jim Schell discusses how best to weather small business storms.
- 109 Federico Pacorini copied his original green coffee bean plant in Trieste, Italy, when he designed SiloCaf, his New Orleans outlet. But he updated the information gathering by installing a LAN (local area network). Next, Jim Schell compares starting a business today with starting one thirty years ago.
- 110 Long-distance truck drivers throughout the U.S. know Cheryl Womack of Kansas City. Her company specializes in a variety of services geared to 18-wheelers, including specially tailored insurance policies. Then, Jim Schell talks about the No. 1 job of a business owner.
- 111 Image Communications, the advertising agency founded by Jeff Gordon at the tender age of 24, works only with new media web-sites, interactive kiosk displays and more. Then, Jim Schell details the process of firing an employee.
- 112 Former Denver-area hospital executive JoAnn Corn, whose company provides home health care to thousands, is now building long-term residential care facilities for patients with Alzheimer’s disease. Then, Jim Schell talks about entrepreneurial burnout.
- 113 In this season’s final program, Hattie Bryant reviews startup funding and the many successful entrepreneurs she interviewed who got their capitalization without resorting to bank loans. Then, Hattie details how creative owners manage cash flow for the first two years.

## PEOPLE ON THE MARKET PLACE (1993)

This series designed for secondary school students examines elementary economic concepts using simplified examples and basic terminology.

| Episode | Synopsis |
|---------|----------|
|---------|----------|

- |     |                                                                                                                                                                                                                                                                                                                      |
|-----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 101 | <b>"SCARCITY AND PLANNING"</b> 16 Minutes<br>Introduces the concept of scarcity, and illustrates the problems involved in organizing the production of desired goods.                                                                                                                                                |
| 102 | <b>"SUPPLY"</b> 18 Minutes<br>Demonstrates how market price determines supply and highlights how the availability of natural resources, labor skills, and technology affects the quantity of a commodity that is produced.                                                                                           |
| 103 | <b>"MARKET CLEARING PRICE"</b> 29 Minutes<br>Explains the process of setting a price and the role of inventories in providing a reliable supply and predictable prices. The program also explains the "wealth effect" - that an increase in demand for a product increases both its price and the quantity produced. |
| 104 | <b>"WAGES AND PROTECTION"</b> 18 Minutes<br>Illustrates how the principals of supply and demand apply to labor, showing how high wages cannot simply be passed on to the customer and how a high "minimum wage" can increase unemployment.                                                                           |
| 105 | <b>"DEMAND"</b> 18 Minutes<br>Addresses the fundamental law of "demand," explaining how demand varies inversely with price.                                                                                                                                                                                          |
| 106 | <b>"COST"</b> 18 Minutes<br>This episode explains the concept of "opportunity costs" and defines the concepts of "depreciation" and "interest."                                                                                                                                                                      |
| 107 | <b>"PROPERTY RIGHTS AND POLLUTION"</b> 20 Minutes<br>This episode explains the concept of "exchangeable property rights," examining how people can exchange rights in order to obtain something of greater value to them than what they are giving up.                                                               |

## **SOMETHING VENTURED (1992)**

The majority of jobs in the U.S. are created by small businesses. Something Ventured is a 26-part documentary on what it is like to start and operate a small business. Management experts provide in-depth analysis of real small business case studies. The half-hour programs address topics such as investigating entrepreneurial opportunities, establishing a company, marketing a product or service, managing operations, and controlling finances.

### Episode

### Synopsis

101     **"SMALL BUSINESS IN A BIG WORLD"** 28 Minutes

This introductory episode discusses the impact of small business in today's society. Viewers are introduced to a variety of small businesses in rural, suburban, and metropolitan areas.

102     **"ON YOUR OWN?"** 28 Minutes

Features small business owners commenting on the knowledge, tools, and commitment needed to start a small business.

103     **"FINDING A NICHE: DETERMINING BUSINESS POTENTIAL"**  
28 Minutes

Examines how potential entrepreneurs evaluate the feasibility of a business idea. Is the market in which they are interested already overcrowded? What will it actually cost to offer the proposed product or service? Is there really a need for what is being offered, and if so, can potential customers afford to buy it?

104     **"NEW OR USED? BUYING A FIRM OR STARTING YOUR OWN"**  
28 Minutes

This episode concentrates on the comparative advantages and disadvantages of buying an ongoing business versus starting a new enterprise. It follows the experiences of potential business owners attempting to determine what existing businesses are worth.

105     **"THE TIES THAT BIND: FRANCHISING OPPORTUNITIES"**  
28 Minutes

In considering small business ownership, is it better to gamble on the unique or bet on something more sure like a franchise? This program explores the advantages and disadvantages of buying and owning a franchise.

106     **"A DIFFERENT LOOK: THE NICOLE MILLER STORY"** 28 Minutes

Fashion design and manufacturing enjoys a glamorous profile, yet often is a risky business. This episode profiles a young New Yorker, whose contemporary designs and marketing savvy have brought her financial rewards and recognition by both wholesale buyers and retail customers.

- 107     **"TAKING AIM: THE MARKETING PLAN"** 28 Minutes  
Small businesses use various market segmentation strategies. This episode chronicles the experiences of businesses beginning to develop their individual marketing strategies and an appropriate marketing mix.
- 108     **"WHERE TO HANG THE SIGN"** 28 Minutes  
Selecting the location for a new business should not be a random process. This segment examines the factors new business owners consider in selecting a region, city, or neighborhood.
- 110     **"MAKING IT LEGAL"** 28 Minutes  
Compares the advantages and disadvantages of proprietorships, partnerships, and corporations, exploring what it means to share responsibility for, and control of, a small business.
- 111     **"FROM THE GROUND UP: RAW ARCHITECTURE"** 28 Minutes  
Documents the real-life start-up experiences of a small building company with inspirational concepts and potential clients to spare, but a shortage of working capital.
- 112     **"THE RIGHT MIX: PRODUCT/SERVICE STRATEGIES"** 28 Minutes  
Introduces the concept of product "life cycle," and shows how development decisions are influenced by whether a product or service is in the introductory, growth, maturity, or decline stage.
- 113     **"WHAT THE MARKET WILL BEAR: PRICING PRODUCTS AND SERVICES"**  
28 Minutes  
How do cost, demand, and competition influence the price a small business owner can charge for a product or service? This program examines the experiences of small businesses in developing appropriate pricing structures.
- 114     **"OUT FROM THE CROWD: PROMOTIONAL STRATEGIES"**  
28 Minutes  
Examines how small businesses determine appropriate promotional mixes for their goods or services.
- 115     **"GOING PLACES: DISTRIBUTION CHANNELS AND INTERNATIONAL MARKETING"** 28 Minutes  
This episode examines the various distribution channels available to small business owners, and why a certain business will select one channel over another.
- 116     **"A VINTAGE BLEND: THE FORIS VINEYARD STORY"** 28 Minutes  
Narrates the real-life business adventures of a young entrepreneurial winemaker.



- 117     **"MAKING THE PIECES FIT: MANAGING A SMALL BUSINESS"** 28 Minutes  
Although the basic functions of management are the same for every business, the small business manager is often on his own. This episode reveals that a good manager must have skills that are very different from those of a successful entrepreneur.
- 118     **"THE HUMAN FACTOR"** 28 Minutes  
The quality of personnel and the relationship between the manager and his employees is critical to any business. But in a small business, where the numbers are few, the importance of each employee becomes even greater. This segment examines the challenge of recruiting, training, and maintaining a solid employee base.
- 119     **"TAKING STOCK: PURCHASING AND INVENTORY CONTROL"**  
28 Mts.  
Purchasing and inventory control are essential to the successful management of a small business. This episode shows how these operational aspects influence the financial health of a business and affect its ability to respond to customer needs.
- 120     **"THE PLAY'S THE THING: THE OREGON SHAKESPEARE FESTIVAL"**  
28 Minutes  
How does a young theater company attract paying customers? This examination of a Northwestern cultural icon reveals the joys and woes of managing a high-risk enterprise.
- 121     **"KEEPING TRACK: FINANCIAL ACCOUNTING"** 28 Minutes  
The key to survival for many small businesses is their ability to develop viable financial accounting systems. In this episode, small business managers and financial consultants offer sound advice regarding financial tools and tax issues.
- 122     **"THE MONEY FLOW: MANAGEMENT OF WORKING CAPITAL"**  
28 Minutes  
Small businesses are no strangers to financial problems. It is often difficult for small businesses to maintain cash flow, secure funds for expansion, or maintain a balance between receivables and payables. This episode examines strategies a small business can use to strengthen its cash position and maintain sound financial footing.
- 123     **"RISKY BUSINESS: RISK MANAGEMENT"** 28 Minutes  
In this episode, owners of a small restaurant, a gymnasium, and a taxi company discuss the risks their businesses face, including market demands, property damage, injury to customers, and employee theft.
- 124     **"PUBLISH OR PERISH: THE SUN PUBLICATIONS STORY"** 28 Mts.  
The late 1980s and early 1990s were littered with the crumpled pages of defunct magazines and newspapers. The smaller a magazine is, the easier it is for it to fail. This case history of one small publisher focuses on the critical nature of financial management when a downturn in the economy obliges customers to reduce discretionary purchases.

- 125     **"FOR EVERYONE'S GOOD: SOCIAL RESPONSIBILITY"** 28 Minutes  
In their struggle to survive, small businesses are vulnerable to pressures to act unethically. What is a small firm's responsibility to its community? What does society expect from privately-owned firms? This episode discusses the ethical and social responsibilities of small businesses.
- 126     **"IT'S THE LAW"** 28 Minutes  
This final episode examines the major federal, state, and local regulations that affect small businesses in the United States, reviewing the legal agreements and relationships that are a part of most small business operations anywhere in the world.